



June 8, 2010

To: Ford Ironman Louisville Athletes
From: Alison Smith, Kentucky Beef Council

Train Harder – Race Faster – With Beef

The Kentucky Beef Council wants you to join Team BEEF. As the official Source of Protein Sponsor for Ford Ironman Louisville, we are looking for beef-eating triathletes to join the inaugural Team BEEF at this year's Ford Ironman Louisville.

Join our team and help us show the power of beef. Loaded with ten essential nutrients – zinc, iron and protein to name a few, beef helps you to train harder, race faster and finish strong.

This offer is FREE and limited to the first 50 athletes who sign up (based on shirt size availability)! As a member of the team, we will supply you with a Team BEEF triathlete race shirt and hundreds of adoring fans cheering you on as you swim, cycle and run through the Louisville area on August 29. Plus, all competitors who finish the race will qualify for Team BEEF prizes.



Joining the team is free. Members are not forced to donate or required to attend any special practices. Our team is open to athletes of all abilities, ages and backgrounds. From the novice to the elite, as long as you enjoy the great taste of a juicy steak or hamburger, you can join Team BEEF.

This offer is limited to the first 50 sign-ups based on shirt size availability. So don't delay, join Team BEEF today! For more information contact the Kentucky Beef Council at (859) 285-0204.

Member Requirements

- Must eat Beef
- Must be registered for the Ford Ironman Louisville
- Must wear the Team BEEF shirt during the bike and run portion of the race



Member Benefits

- Customized Team BEEF Tri-Shirt
- Hundreds of adoring beef fans and a BEEF SWAT TEAM will be cheering you on throughout the race
- All finishers wearing Team BEEF shirts qualify for prizes
 - Top placing Team BEEF male
 - Top placing Team BEEF female
 - Most Improved time over last year
 - And more!

Race shirts will be available beginning Aug 26 at the Kentucky Beef Council Booth at the Ironman Expo during the expo hours.

Frequently Asked Questions

What is Team Beef?

Team BEEF is a group of beef-eating athletes who believe in the power of protein. We demonstrate that beef gives us the strength and nutrients needed to cross the finish line by participating in running, cycling and triathlon events in Kentucky. We eat beef and we have fun.

How can I join Team BEEF?

Simply complete the attached membership form and submit it to the Kentucky Beef Council by emailing to Alison Smith at asmith@kycattle.org. Offer is limited to the first 50 registration forms received based on shirt size availability. Team BEEF is open to any registered athlete.

Are there any requirements to be on Team BEEF?

Yes. You must eat BEEF.

Are there team workouts and are they mandatory?

No.

What if I am not a very fast athlete or what if I am downright slow?

Not to worry. Eat Beef and you'll improve.

When does the team "start"?

Team Beef begins when you pick up your packet at the Expo.

What if I still have questions?

Don't hesitate to contact the Team BEEF headquarters at the Kentucky Beef Council at 859-278-0899 or Alison Smith at 859-285-0204 or asmith@kycattle.org.

Team



Membership Form

Name: _____ Age: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Race top size (unisex sizing) Small Medium Large XL XXL

Did you compete in the Ford Ironman Louisville last year? Yes No

Do you plan to complete any other triathlons, bike or runs this year? Yes No

If yes, please provide details (competing in other races in not required to be on team BEEF):

Tell us a little about why you like beef and/ or what's your favorite beef item?

Do you agree to wear the Team BEEF race shirt during the Ford Ironman Louisville? Yes NO

Waiver and Release

In consideration of my participation as a member of Team BEEF, including but not limited to any and all training and workout sessions, races, and all related social events and pre- and post-race activities for myself and my heirs, executors, successors and assigns, waive any and all rights, claims and causes of action I have or may have against the Kentucky Cattlemen's Association and its affiliates, directors, employees, representatives, successors and assigns of each of the foregoing that may arise as a result of my participation in Team BEEF. By signing below, I acknowledge that my participation as a member of Team BEEF involves rigorous physical activity and that it potentially may be hazardous. I attest and verify that I am physically fit. I expressly assume all known and unknown risks associating with being a member of Team BEEF, including but not limited to: loss of or damage to my property; injury (including death); accidents; the effects of weather; and terrain conditions that may vary widely, and that may include uneven and/ or slippery surfaces, spectators, participants, and natural man made obstacles (including limitation, vehicles, security barriers, signs, cables, mats, and debris on the course). I hereby agree to indemnify all the aforementioned entities for all claims and losses (including attorney's fees and court costs), which may be brought against any one or more of them by anyone claiming to have been injured or otherwise to have suffered loss or damage as a result of my participation as a member of Team BEEF. I further grant full permission to any and all of the foregoing to store, use and/ or reproduce my image or likeness by any audio and /or visual recording technique (including electronic/digital) now in existence or hereafter invented, for an legitimate purpose, including commercial sales and marketing purposes.

Signature: _____ Date: _____

Complete Membership Form and Send To:

Team BEEF-Kentucky Beef Council

176 Pasadena Drive

Lexington, KY 40503

Fax: 859-260-2060

Email: asmith@kycattle.org

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